

2025 Member Profile Survey:

Key Insights

Understanding Our Members: A Data-Driven Approach

St. Louis REALTORS® is committed to delivering exceptional value to our members by understanding their evolving needs. Our recent Member Profile Survey, conducted in August 2025, gathered valuable insights to guide our strategic initiatives, advocacy, and services.

Snapshot of Our Membership



TYPICAL REALTOR® MEMBER

58-year-old, white female, college-educated, sales associate, working 33.2 hours per week, earning \$74,400 annually, and a member for 13.6 years.



BROKERAGE AFFILIATION

58% franchise, 42% independent brokerage.



PRIMARY BUSINESS FOCUS

87% residential brokerage, 4% commercial.



BUSINESS OUTLOOK

74% are confident they will remain active in real estate for the next two years.



TECHNOLOGY USE

Nearly 43% use formsRus; other platforms include Dotloop (31%) and Skyslope (19%).

Market Trends, Income & Business Activity

- Median Transaction Sides: (2025) 9.1, (2024) 10.7, (2023) 10.5.
- Key Market Challenges:
 - 46% of members cite lack of inventory as the top limiting factor.
 - 35% of members struggle to find the right property for clients.
 - 34% of members say mortgage rate expectations impact buyer decisions.
- Median Gross Income (2025): \$74,431, down from \$79,431 in 2024.
- Primary Household Income: 48.6% rely on real estate as their main income source.

Insurance

84.1%

have errors & omissions insurance

47.8%

have dental insurance

61.6%

have health insurance

37.6%

have life insurance

Demographics & Homeownership

GENDER REPRESENTATION

Female members increased from 62.3% (2024) to 65.5% (2025).

AGE

Median member age stayed the same at 58 years.

HIGHER EDUCATION

92% attended college; 34% earned a bachelor's degree, and 18% hold a graduate degree.

HOMEOWNERSHIP

85% own their primary residence; 29% own investment property.

Why This Matters

These insights help us shape initiatives that enhance member experiences, address challenges, and foster a more inclusive, engaged REALTOR® community.

Want to learn more? Scan the QR code below for the full report!

Thank you to the 498 members who participated in the survey and helped shape the future of St. Louis REALTORS®!

